



**Media Contact:**  
Brooke Benoit  
479.750.1221, 479.685.4930  
bbenoit@unitedwaynwa.org

**MEDIA ADVISORY**  
**02/16/2010**

**United Way of Northwest Arkansas Invites the Next Greatest Generation to Kick Off Event**

**Lowell, ARK.** – As the Greatest Generation and Boomer’s start to retire, or otherwise find they are unable to serve their communities, many in the Millennial Generation (born since 1982) are now seeking out ways to meaningfully give back their time, money and voice to community issues.

United Way of Northwest Arkansas’ *Generation GIVE* provides an avenue for developing the next “Greatest Generation” of philanthropists and community leaders in Northwest Arkansas. The group will start 2010 with a kick off event hosted at Fast Lane Entertainment in Lowell. This event is open to those under the age of 45 who wish to find ways to get involved in their community.

**Who:** United Way of Northwest Arkansas *Generation GIVE*

**What:** 2010 *Generation GIVE* Kickoff Event

**When:** Tuesday, February 23 from 5:30 p.m. – 7 p.m.

**Where:** Fast Lane Entertainment

1117 N. Dixieland Street, Lowell

**Why:** Join us to find out the ways to give, advocate or volunteer for our community around the *Generation GIVE* focus on education

**Event sponsor:** IO Metro

**Generation GIVE sponsor:** Tyson Foods, Inc.

**Contact:**

To RSVP: 479.750.1221 or [generationgive@unitedwaynwa.org](mailto:generationgive@unitedwaynwa.org)

*United Way of Northwest Arkansas – 479-750-1221*

Brooke Benoit, Vice President, Marketing/Communications